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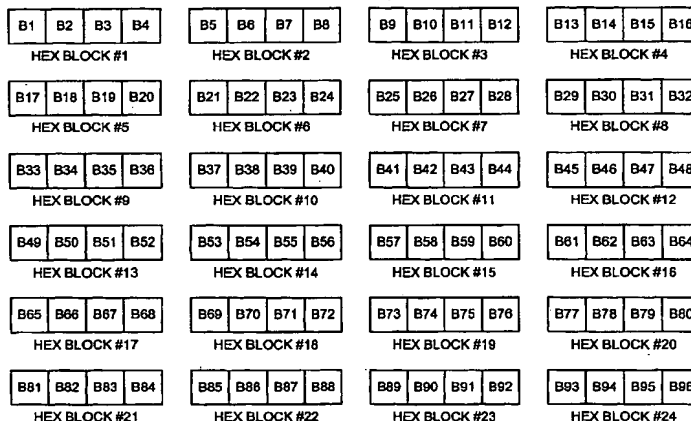
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(54) Title: A METHOD AND SYSTEM FOR OBJECT TRACKING



(57) Abstract: The present invention provides a system and a method for tracking an object, such as a tire, during its operative life. Each object is assigned a unique identifier. The unique identifier is stored on a medium, such as a radio frequency identifier (RFID) tag operatively coupled to the object. A system database stores performance and service information related to each object. A processor, operatively coupled to the system database, monitors performance and service information between the database and a number of service providers. The service providers are registered with and in communication with the processor from a remote site. Each service provider is provided with a device that enables them to read and write information to and from the object medium. When reading information from that medium, the service provider will be able to identify the service and performance information associated with that object based on the unique object identifier stored on the medium. This information is helpful to the service provider when determining how to service the tire.

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